

Berlin | Zürich, 26.08.2016

Katerina Belkina - FLY!
First exhibition by Katerina Belkina in Switzerland

Where: Photobastei
When: 15 September - 30 October 2016
Vernissage: Thursday, 15th September, 19:00
Curator: Daniel Blochwitz

Photobastei & Foundry proudly present the first ever exhibition of internationally renowned artist Katerina Belkina, recent winner of the prestigious Hasselblad Masters Award 2016 in the category of Art.

Katerina paints with her camera: The medium of photography and her outstanding mastery of digital techniques have earned her various prestigious awards like the International Lucas-Cranach-Award of the Cranach Foundation (1st place, 2015), the MIFA Moscow International Foto Awards (1st place in two categories) and recently the Hasselblad Masters Award (1st place in the category Art, 2016).

The exhibition at Photobastei will present three series of her works: "Revival", "Light and Heavy", and "Empty Spaces". In the "Revival" series the search for human identity is undergoing an apotheosis: motherhood, spiritual growth, a reverse Renaissance, and a liberation from the consumer society are key elements. The "Light and Heavy" series features an intense dialogue with the urbanised world: Katerina's hometown, Samara, provides an urban setting in which women form the only human presence. In the series "Empty Spaces", pin-point sharp photographs taken in Moscow provide a setting of powerful energy. Their emptiness and helplessness depict a simultaneous love and hate for cities.

Ever since her early beginnings, Katerina Belkina has been inspired by artists from the 19th and 20th century (series "Paint", 2006). Despite consistent alignment to an epoch, Katerina shows a refined individuality: consistency, style and power of expression bear her distinctive hallmark. The artist confronts viewers with enigmas. In the forefront of her work stands the portrayal of the individual in various situations and roles of today's world of standardisation, clichés and consumerism.

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About Katerina Belkina

Katerina Belkina was born on 16. April 1974 in Kuibyschew, nowadays Samara, in the South-East part of Russia. Early on Katerina Belkina knew about her exceptional talent to see the world. The creative atmosphere of her mother, a visual artist, has influenced Belkina. Her education as painter at the Art Academy and from 2000 at the Academy for Photography of Michael Musorin in Samara gave her the tools to visualize her ideas. Exhibitions of her sublime, mystic self-portraits ensued in Moscow und Paris. In 2007 Katerina Belkina was nominated for the prestigious Kandinsky Prize (comparable to the British Turner Prize) in Moscow. Recently she got the Hasselblad Masters Prize. Currently she lives and works in Berlin.

About Daniel Blochwitz

Daniel Blochwitz (*1973) is a curator, photography specialist and visual artist with a Master's degree in photography from the University of Florida. He has taught photography and worked for several years for galleries in New York prior to moving to Zürich where he directed the Galerie Edwynn Houk between 2011 and 2015. He is associated curator at Photobastei in Zürich.

About FOUNDRY

FOUNDRY is founded on an entrepreneurial spirit which drives us forward in our quest to create extraordinary and meaningful marketing and branding concepts that will stand the test of time. We invest in new technology, innovation and implementation of the highest quality in order to develop relevant and captivating brand content, and help support new brands on the road to success from day one. We think channel-neutral and focus on amazing storytelling, brand aesthetics and ideas that encourage dialogue and get right to the heart of the target group.

FOUNDRY is an international team of designers, digitalists, advertisers, trend researchers and strategists that are united by two things: they are committed to exciting partnerships with brands and products across the world and are fascinated by things that add value. We love developing visions with other companies, working with them every step of the way and throwing ourselves wholeheartedly into every process. Our motto speaks for itself: inspiring business.

Contact:

FOUNDRY Berlin GmbH
Sacha Moser

Blücherstrasse 23
10961 Berlin

Lindenstrasse 26
8008 Zürich

welcome@foundry.berlin
+41 (0) 44 543 65 10
+49 (0) 30 550 62 119
foundry.ch
